

Summary	<p>Washington State is developing an integrated online business service center to streamline business transactions with state and local regulatory agencies. Business.wa.gov is located on Access Washington, the Official State Government Web Site, and will offer key online functions:</p> <ul style="list-style-type: none"> • One-stop city and state licenses. • Integrated environmental permitting. • A single sign-on for conducting business with the state (eliminating the need to log into multiple state systems to get business done). • Customized resources based on business type, location and size.
Situation	<p>Businesses have repeatedly requested that we simplify Washington's regulatory processes. They expect to work with us over the Internet. For example, over 131,000 Master License Applications were processed last year - nearly half of them online. Businesses need robust, integrated services on demand to help them start up, grow and keep pace with changing marketplace demands.</p> <p>Businesses tell us they need a solution that saves time, reduces duplication, and makes it easier to interact with the state. They say "window dressing" or "just another layer" to navigate on the Web is not useful. They expect to see efficient, accurate business processes and tools that maximize performance and return on investment. They expect and deserve elimination of interagency redundancies and waste.</p> <p>Each month, Washington licenses over 7,000 new businesses and renews more than 19,000 corporate and business licenses. At least 20 percent of these occur online.</p>
Solution	<p>An integrated, online business service center, business.wa.gov, is a multi-agency initiative designed to meet these core expectations. It is one of the key initiatives defined in the Governor's "Next Washington" economic development plan.</p>
2007-09 Proposal Highlights	<p>Business.wa.gov users will be able to:</p> <ul style="list-style-type: none"> • Get information and services tailored to their type of business. • Connect to online processes and receive information on local, state, and federal regulatory requirements for: <ul style="list-style-type: none"> ○ Registration and licensing ○ Hiring and managing workforce and contractors ○ Permitting and inspection ○ Business resources ○ Taxation and reporting • Complete a single application and make a single payment for business licensing and renewals. • Apply for and update state information for forest practices, storm water, water quality and hydraulics permits in one spot. • Enter the site once and access multiple secure services from state agencies.

**Results
Oriented**

Throughout the project, businesses are using the site's features, participating in discussions to define requirements, setting priorities, and ensuring that services meet their needs and expectations. Twenty-two state agencies and many cities are also participating in this effort.

Examples of similar efforts yielding measurable positive impact include:

- Michigan - "Consolidated licensing" and online applications, businesses saved 30 days in the start-up process.
- Australia - As a result of the Business Licensing Information Service, businesses saved 40 minutes per online inquiry.

Key first steps in developing business.wa.gov have taken place, but full delivery depends on supplementing the existing technology and resources available within the participating agencies.

**2006
Successes**

Satisfaction with business.wa.gov increased 16% because of improvements made during the past year, and site usage continues to grow. Major accomplishments include:

- Simplified, step-by-step instructions and helpful pop-ups make it easier to navigate the online guide for starting a new business without getting lost or "dead-ending" on other Web sites.
- Web-based "interview" helps businesses determine if they need to register with the state, and guides them to other start-up requirements.
- Updated online Business Licensing Guide gathers information on business activities and locations where businesses will operate. It then produces a personalized, printable "Guide Sheet" with a business summary, comprehensive requirements, contact information and links for:
 - Specific city and county licensing and taxation requirements
 - Master License application and employer insurance information
 - Other pertinent state and federal regulatory information
 - Required city and state licensing forms
- Popular online services are now highly visible and accessible in one spot. These include a map based Tax Rate Look-up Tool (DOR), the Prevailing Wage Guide, and the Permitting and Inspection Index (L&I).

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